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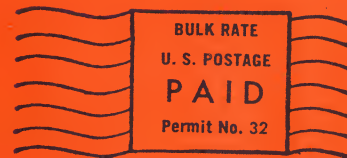
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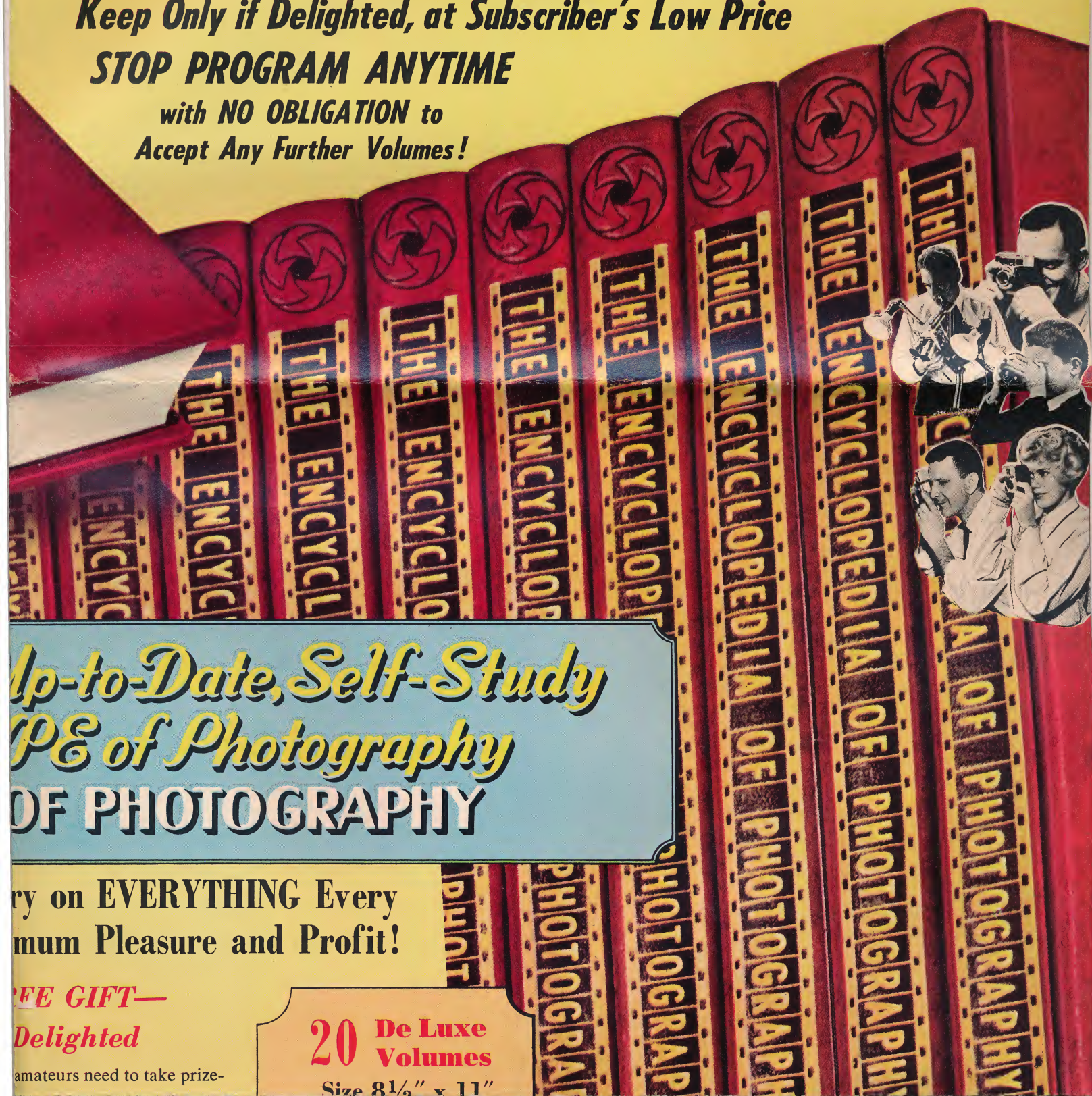
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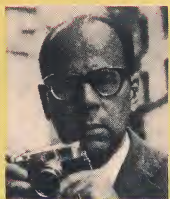
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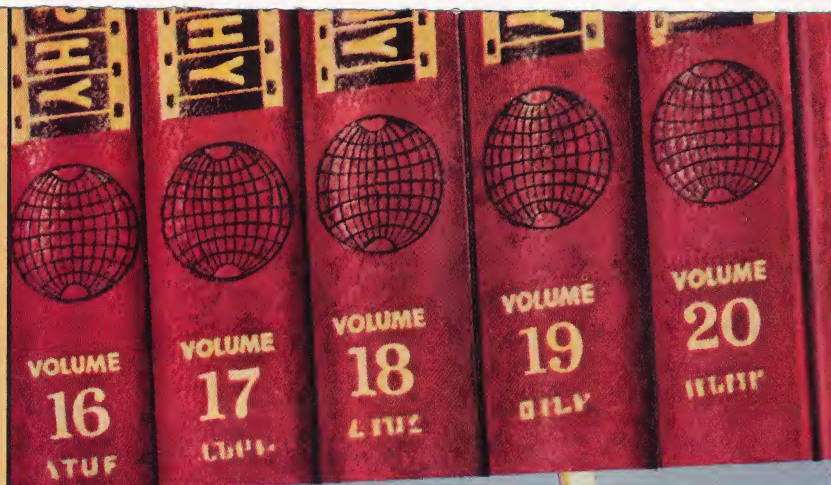
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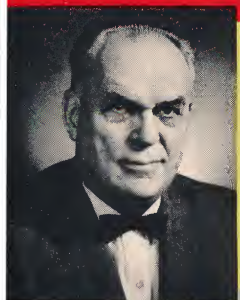
Artistic shot of Monterey taken by Al Shelton. Photos like these command a good market at travel agencies, airlines, chambers of commerce, etc. (Ansco photo)



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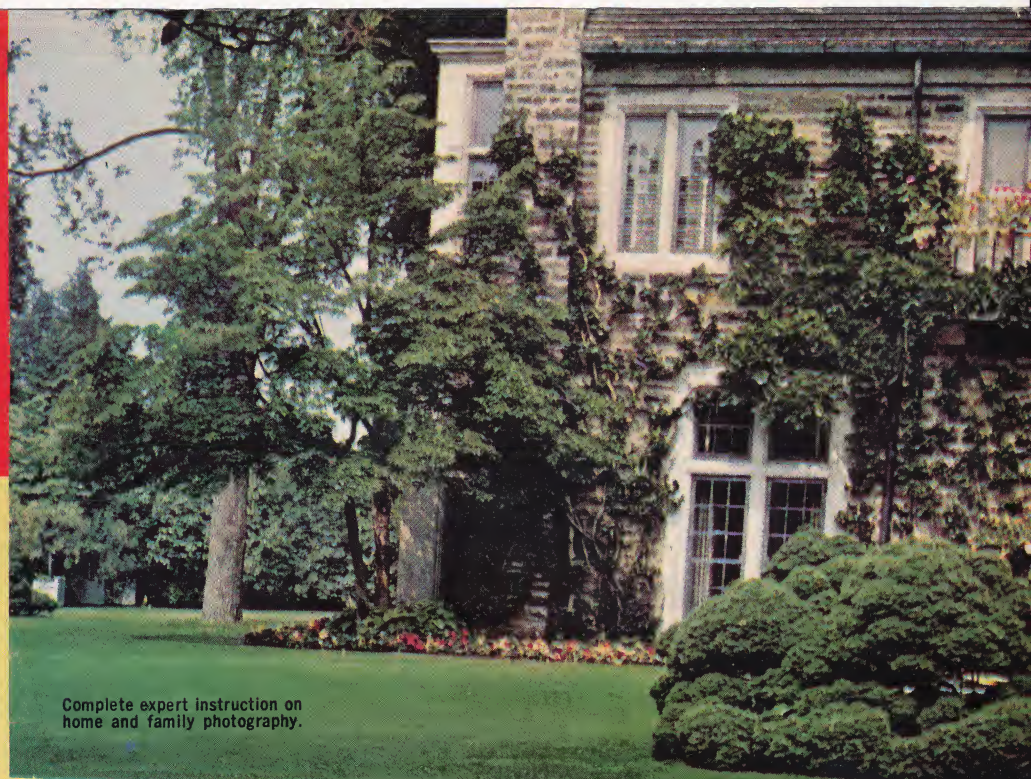
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In Close Formation. Dozens of lessons in Aerial Photography cover cameras, careers, color, emulsions, equipment, mapping, motion pictures, etc.



At left Unusual Photomontage—Experts show how to make all kinds of trick, distorted and ghost movies and stills.



A unique photo of New York City taken from the East River and showing the U.N. Building

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SURREALISM IN PHOTOGRAPHY—A fascinating new approach to photography.

TABLE-TOP PHOTOGRAPHY—Photographic posing methods that give results that are fascinating, amusing, or of practical, technical and commercial value.

TELEPHOTOGRAPHY—Photographing of a distance; the right lenses and methods; pitfalls to avoid. Also wire-photos.

TELEVISION—The photographic applications of television including technical data, lighting, make-up, camera technique in television studio, exposure, film, equipment, etc. How to photograph the television screen with the still and movie camera. Television commercials, etc.

TIME LAPSE PHOTOGRAPHY—A fascinating field for all movie workers.

TRAVEL PHOTOGRAPHY—Films, exposure, custom duties, processing during travels, subjects to take, permissions.

TONING PROCESSES—How to treat prints of all kinds to obtain the best results in tone and color for different papers.

TRICK PHOTOGRAPHY—Fakes of all kinds and their secrets.

TROPICAL PHOTOGRAPHY—Practical working information on caring for films and developing under adverse conditions.

VISUAL TEACHING—All the important principles of visual education with photographic and movie opportunities.

WALKING AND HIKING WITH THE CAMERA—Learn how to combine two of the most popular hobbies and obtain greater pleasure from both.

WINTER PHOTOGRAPHY—Backgrounds, frost, snowflakes, replicas, winter sky, etc. By David Linton.

X-RAY PHOTOGRAPHY—Complete information is given covering the present development and uses in medicine and industry.

ZOO PHOTOGRAPHY—An amusing, varied and valuable branch of animal, bird and natural photography, giving opportunities to amateur and professional alike.

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WAYS FOR PHOTOGRAPHS—How to send your pictures and present them; "feature" in newspapers, etc. Complete listing of photo agencies.

PHOTOGRAPHY—All phases of photography. Equipment recommended, methods, use of color, and short cuts to making better photos.

RECAMERAS—Definition; uses; advantages and disadvantages of miniature cameras described; developing; enlarging; grain; miniature

PHOTOGRAPHY—Camera types, close-ups, electronic cameras. By David Linton.

DENSITY AND TONE CONTROL—Scientific discussion by a research worker, of importance.

PER PHOTOGRAPHY—The photographic side of newspaper and magazine needs.

PHOTOGRAPHY—For amateur and professional. Indoor, outdoor and in the

PRINTING—All processes reviewed with clear instructions and formulas for standard methods. See also Beginners Guide to Printing and Enlarging, by Grant Haist, Bromol, etc. By Ansel Adams, and others.

PUBLIC RELATIONS PHOTOGRAPHY—Important new interpretations in this vast field, how to meet modern requirements and get into this work as a career.

RETOUCHING—Simple methods for the amateur and professional, rules for all types of negative blemish.

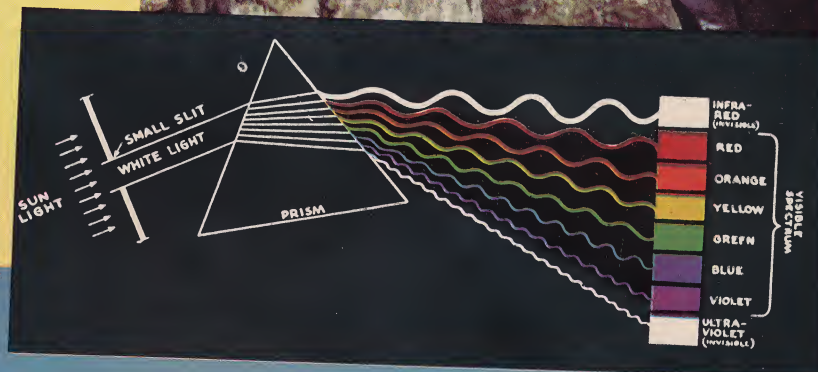
SCENARIOS FOR CINE FILMS—Expert advice on how to make films of far greater interest than weakly connected "snapshots."

SCIENCE AND SCIENTIFIC PHOTOGRAPHY—One of the great fields of photography is carefully explored by Dr. Louis W. Siple, Director, American Museum of Photography, Philadelphia. Tells how to analyze the good scientific photo. How to interpret new subjects and types of pictures for publication.

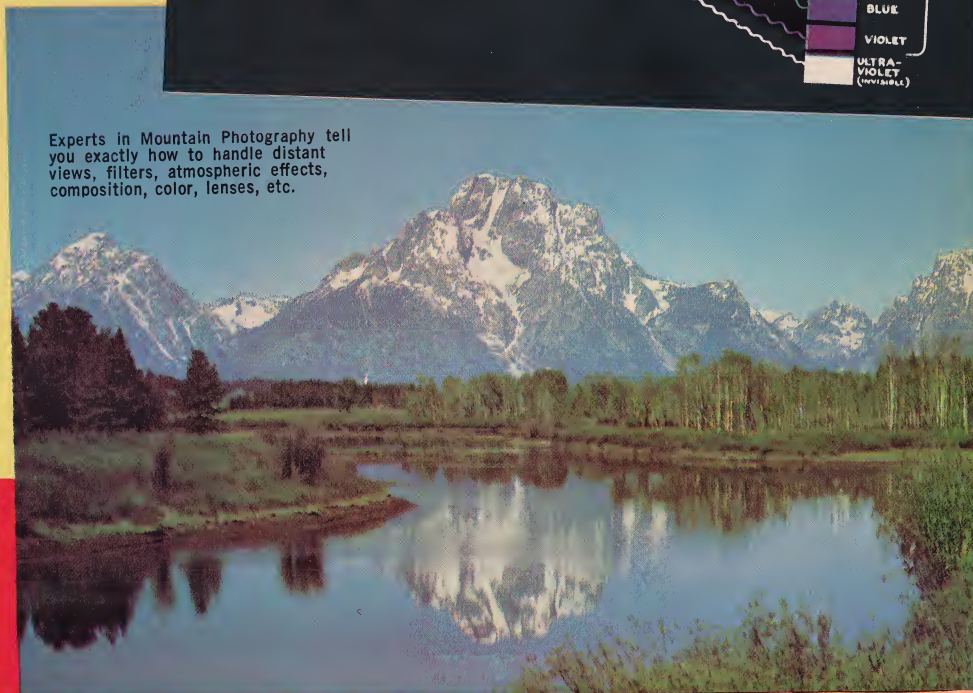
Color Chart by Morgan & Morgan. 24 experts teach every detail of color photography in non-technical English, from posing to print.



Canoeing near Snowdon, England. Learn best equipment to use for taking sales-worthy, brilliant color pictures of all sports. (British Travel Ass'n photo)



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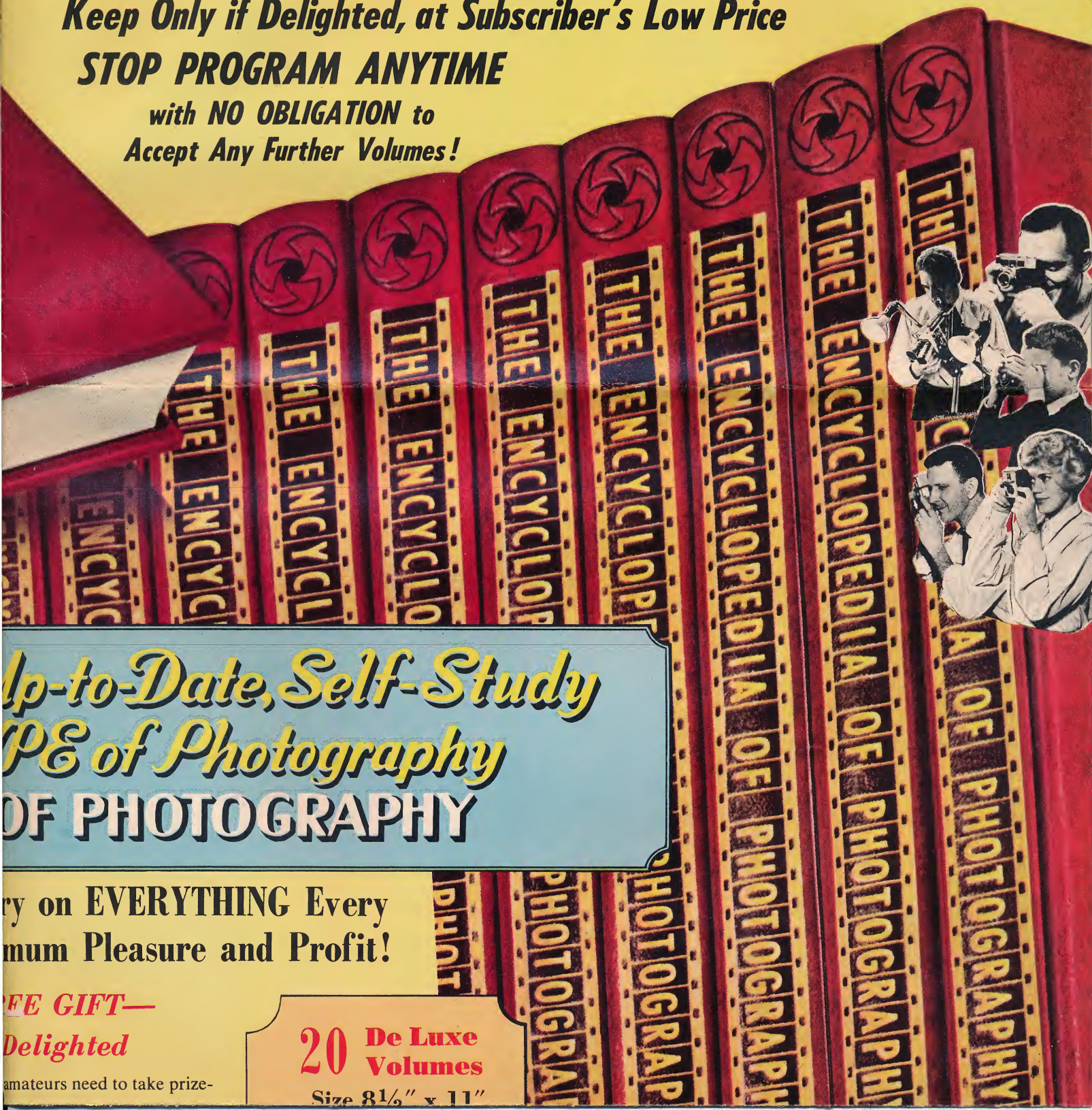
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Please turn page ...



Experts tell how to get perfect photos by fire-light, moonlight, in caves, etc. (Ansco Photo).



An FBI agent photographs a heel print at scene of a crime. Foremost experts instruct in crime photography. (FBI Photo)



How every unit of the modern TV studio operates is thoroughly covered by Sydney Desfor of NBC.



Good photos are accompanied by line drawings and text which explain composition in detail.



Learn how to do time lapse photography to show life of plants. (Photo: W. G. Smith, Jr.)

Learn how to use lipstick, mascara, rouge, etc. for stills, movies, TV. (Courtesy of Revlon)



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TV and Movie experts such as Desfor, Disney, Howe, Stull, and others describe every phase of getting perfect pictures and sound. Above shows Jam Handy Organization producing an industrial motion picture.



Experts give instruction on selecting and posing models, lighting, composition, etc. for such intriguing subjects. (Photo by Werner Schmölcke, Zeiss Ikon)

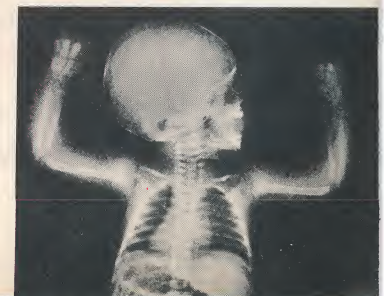


Learn exactly how to achieve artistic effects by lamplight. (Ansco Photo)



Learn every aspect of taking interesting mountain scenes, such as this curvy road by Johannes Padeit with a Zeiss Ikon.

With guidance of experts, explore every phase of high-speed radiography.



THE ENCYCLOPEDIA OF PHOTOGRAPHY

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